



# PHILIP MORRIS

U.S.A.

September 28, 1993

Dear Retailer:

Thank you for your support on our recent retail pricing efforts to offer your customers their favorite cigarettes for less. The response from consumers has been overwhelming and as a result the volume of Philip Morris' brands, has increased dramatically.

As a result of this increased demand retail inventories have been reduced and some retail out-of-stock situations are occurring, particularly on Marlboro. As we all know, that can translate into lost sales and consumer frustration. In fact, our research shows that almost half of all cigarette smokers will go to another store if they don't find their brand. And nobody wants that.

To ensure your Marlboro inventory is sufficient to meet this increased demand, please review your Marlboro ordering practices and inventory levels to make sure adequate supplies of all brand styles are available. Your Philip Morris Sales Representative can assist you.

We appreciate your support and the opportunity to continue to bring the world's most popular brands to our customers.

Philip Morris USA

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